



## CENTRAL UNIVERSITY OF HIMACHAL PRADESH

[ESTABLISHED UNDER THE CENTRAL UNIVERSITIES ACT 2009]

PO BOX: 21, DHARAMSHALA, DISTRICT KANGRA- 176215 (HP)

www.cuhimachal.ac.in

**Semester:** 1st

**Course Code:** BVMC 01

**Course Name:** Communication Skills

**Credits Equivalent:** 4 Credits

**Course Objectives:** The course is designed to

- To demonstrate the capacity to use various writing forms, (for example, in-class responses, notebooks, reports, argumentative essays, research papers, and others) to achieve the specific purposes of the course.
- Exemplify ethical writing practices (i.e., avoid plagiarism, use of an appropriate citation style) in all forms of written communication.
- Demonstrate the capacity to effectively integrate multiple sources (primary and secondary, electronic and print) into the writing assignments of the course.
- To adapt the communication experiences in life and to the business world.

### **Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

### **Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment : 25%
  - Class Participation: 10%
  - Group Discussion: 5%
  - Home Assignments: 5%
  - Role Play: 5%

## **Course Contents:**

### **UNIT- I: Introduction to Communication:**

- Need for Effective Communication,
- The Process of Communication,
- Levels of communication, Flow of communication.
- Use of language in communication, Communication networks.
- Significance of technical communication, Barriers to Communication, Types of barriers. Miscommunication, Noise, overcoming measures.

### **UNIT - II: Verbal Communication:**

- Empathy, use of visual aids in a presentation. Amount of information/detail in visual aids. Provision of handouts. Feedback from audience.
- Engagement with audience, responding to questions from the audience, voice modulation, tone of voice, eye contact, presenter's positioning within the room
- Planning, Preparation, Delivery, Feedback and Assessment of Activities like –Public Speaking, Group discussion, Presentation Skill, Audio-Visual Aids, Personal interview.

### **UNIT - III: Non-Verbal Communication:**

- Non-Verbal Communication: Body Language, Personal Appearance, Posture, Gestures, Facial Expressions, Positive attitude formation, Process of attitude formation, How to build a successful attitude.

### **UNIT - IV: SWOT analysis:**

- Self-management techniques. Self-image and Self-esteem. Building self-confidence.
- Power of irresistible enthusiasm, Etiquettes, Etiquettes in Social as well as Office Atmosphere.
- Telephone Etiquettes, E-mail Etiquettes, Etiquettes and manners.
- Importance of listening and responding.

### **UNIT- V: Writing:**

- Types, Characteristics, Importance, Elements of structure, Process of writing, Order of writing, the final draft, check lists for reports, text type (e.g. report, case study, essay, reflective piece, annotated bibliography etc.)

- Appropriate length of document, structuring of the argument (usually presented as one main idea with supporting evidence for each idea), appropriate level of detail within document (e.g. presentation of supporting evidence, referencing system) font style/size.

**Prescribed Text Books:**

- Developing Communication Skills’ by Krishmohan and Meera Banerjee, Macmilan India Ltd.
- Taylor, Rosegrant, Meyrs Communicating, Prentice Hall.
- Introduction to Psychology’ by Atkinson and Hilgard’s, Edward E. Smith, Susan Nolen-Hoeksema, Barbara Fredrickson, Geoffrey Loftus.
- Business Communication’ by Krizan, Merrier, Jones, Thomson Learning - 6thEdition

**Suggested Additional Readings:**

- Communication Skills’ by Sanjay Kumar & PushpLata, Oxford University Press.
- An Approach to Communication Skills’ by Indrajit Bhattacharya, Delhi : Dhanpat Rai.
- ‘Management: A Global and Entrepreneurial Perspective’, by Heinz Wehrich, Mark.V.Cannie, Harold Koontz., Tata McGraw Hill Publication

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**Semester:** 1st

**Course Code:** BVMC 02

**Course Name:** **Fundamentals of Information Technology**

**Credits Equivalent:** 4 Credits

**Course Objectives:** The course is designed to

- To familiarize the students with developments in Information Technology.
- Use Internet and computer systems at operating system level and application level.
- Define and explain the meaning, importance and concept of information communication technology (ICT)
- Describe applications of ICT in media.
- Get acquainted with computer and its operations.
- To understand the application of DTP software in print media industry

## **Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

## **Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
  - Class Participation: 10%
  - Group Discussion: 5%
  - Home Assignments: 5%
  - Role Play: 5%

## **Course Contents**

### **UNIT- I: Introduction to Computer:**

- Introduction to computers, characteristics of computer, organization of computers, hardware, software, data, information.
- Types of computer: Classification on the basis of purpose: digital computers, analog computers, hybrid computers.
- Classification on the basis of size: microcomputers, mini computers, mainframe computers and supercomputers, desktop computers, laptops, workstations.
- Generations of computer.
- Uses and Application of computers.

### **UNIT - II: Computer Hardware:**

- Input Devices: Keyboard, mouse, light pen, joystick, trackball. Voice input device: microphone.
- Output Devices Printers: types of printer, Plotters, Speakers; Scanners: types of scanners,
- Visual display devices.
- Computer Storage: Representation of information, BIT, BYTE,
- Memory: Types of memory: primary memory RAM: static RAM, Dynamic RAM; ROM, EROM, EPROM, EEPROM; Secondary Memory: Magnetic disk, Hard disk, Floppy disk, Optical disk, Compact disk (CD-ROM) and Solid state storage devices.

### **UNIT - III: Software: An Introduction:**

- Types of Software: Application software, System software.
- Operating system, functions of operating system, types of operating system.
- Data processing, Data processing systems: batch processing, online processing, time sharing, real-time applications, Single-user, multi-user, and client-server systems; distributed and parallel processing systems; Translators: compilers, interpreters and assemblers.

### **UNIT - IV: Computer Networks:**

- Introduction, Types of networks on the basis of area coverage: LAN, WAN, MAN.
- Internet and WWW: Evolution of Internet.
- Various Internet services (WWW, E-mail, telnet, ftp, IRC, news) and their uses, Access Methods, Browsers.
- Future of Internet, Applications of Internet, Evolution of www.

### **UNIT- V: Introduction to DTP Software:**

- Features and their basic application.
- Corel draw.
- PageMaker.
- Photoshop: Getting Started with QuarkXPress.

- Introduction to Adobe Photoshop, creating and saving a document in Photoshop, page layout and back ground, Photoshop program window.

**Prescribed Text Books:**

- Author Adobe Adobe Pagemaker – Publisher Techmedia Adobe Photoshop Publisher, Techmedia. Coburn, Foster D. Corel Draw.
- Jaiswal, Wiley Dreamtech Fundamentals of computer Information technology today.
- D.P. Mukherjee Fundamentals of computer graphics.
- Computers Today’ by S.K. Basandra, Galgotia Publications.

**Suggested Additional Readings:**

- Using the Internet’ by Barbara Kasser, PHI, 4th ed., New Delhi.
- Using the World Wide Web’ by David A. Wall, PHI, New Delhi.
- Fundamentals of Computers’ by V. Rajaraman, N.D.; PHI Publications.
- Computer Fundamentals’ by P.K.Sinha, N.D.: BPB. Publications.

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**Semester:** 1st

**Course Code:** BVMC 03

**Course Name:** Introduction to Mass Communication

**Credits Equivalent:** 4 Credits

**Course Objectives:** The course is designed to

- Provide a detail understanding of Models, Principles and Theories of Mass communication.
- To impart knowledge about indigenous communication concepts and models.
- Enable students to understand basic factors which affect and manipulate Mass Communication.
- Understand the importance, functions & scope of communication and media.
- Describe the growth and development of communication and media.
- Understand the periodic changes in the media.

## **Attendance Requirement:**

Students are expected to attend all lectures in order to be able to fully benefit from the course. A minimum of 75% attendance is a must failing which a student may not be permitted to appear in examination.

## **Evaluation Criteria:**

1. Mid Term Examination: 25%
2. End Term Examination: 50%
3. Continuous Internal Assessment: 25%
  - Class Participation: 10%
  - Group Discussion: 5%
  - Home Assignments: 5%
  - Role Play: 5%

## **Course Contents:**

## **UNIT-I: Communication & Media:**

- Communication & Media: Definition, meaning & concept.
- Different types of communication: Verbal and written.
- Communication models, Communication barriers.
- Role and Effect of communication, Inter-relation of communication and systemic change
- Verbal and Non-verbal communication.
- Scope and Process of Communication.
- Elements of communication, Communication and Yogic concepts.
- Mass Communication: Concept & Characteristics.

## **UNIT - II: History of Mass Media; Mass media & Mass Culture:**

- Mass Media: Meaning & Concept.
- Introduction to Indian Press.
- Brief account of the origin and development of newspaper and magazine in India.
- History of the development of electronic media in India: Radio & TV
- Role, objectives functions & achievements of Mass Media.
- Relation between Mass Media and Mass Culture and their development.
- Media as fourth pillar of democracy.

## **UNIT - III: Introduction to Communication Theories:**

- Communication theory: Need & importance.
- Two Step and Multi Step Theory.
- Bullet Theory.
- Hypodermic needle theory.

## **UNIT- IV: Introduction to Communication Models:**

- Communication model: Need & importance.
- SMCR Model.
- Shannon and Weaver Model.
- Harold D. Lasswell Model

## **UNIT- V: Normative Theory and Seibert Theory of Communication:**

- Authoritarian Theory.
- Libertarian Theory.
- Social Responsibility Theory.
- Developmental Theory.
- Democratic Participant Theory.

## **UNIT- VI: International & Inter-culture Communication**



- Weaponization of Information
- International news flow; NWICO; News pool
- Transnational Media, Organizations, McBride commission
- Globalization and information
- Cultural imperialism
- Consumerism-the new global culture

**Prescribed Text Books:**

- Kumar, Kewal J Mass Communication in India, Jaico Books, New Delhi.
- Dan Laughey Key Themes in Media Theories, Rawat Publication.
- Taylor, Rosegrant, Meyers Communicating, Prentice Hall.
- Allan and Barbara Pease The Definitive Book of Body Language, Munjal Publishing House.
- D.M. Silveira Personal Growth Companion, Classic Publishing.

**Suggested Additional Readings:**

- De Fleur, M Theories of Mass Communication, 2nd Edition, New York; David Mc Kay.
- J.S. Yadava & Pradeep Mathur Issues in Mass Communication: The Basic Concepts, Kanishka Publishers, Delhi, 2008.
- Shymali Bhattacharjee., Media and Mass Communication: An Introduction, Kanishka Publishers, Delhi, 2005.

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